

We must reach out  
to every area,  
every age group,  
to press the fight to  
prevent blindness!



NATIONAL SOCIETY FOR THE PREVENTION OF BLINDNESS, INC.  
REPORT FOR THE YEAR ENDING MARCH 31, 1976

'Our mission is clear...  
to bring the message home  
—into every home!'



## REPORT OF THE EXECUTIVE DIRECTOR

The year was an exciting one for the Society as we broke new ground, reinforcing our traditional programs to eliminate preventable blindness. We tested new techniques. We channeled our efforts into new fields. We expanded our lines of communication: The ultimate result was that we were able to speak more forcefully to various publics about prevention of blindness.

In our affiliate states, where the Society's programs reach the public most directly, vision screenings for preschool children continued to expand as more and more dedicated volunteers took programs into new localities. We focused public attention on the need for proper care of young eyes, and aided local agencies charged with official responsibility for children's eye health.

We encouraged proper eye protection in industry, in school laboratory and industrial arts classes, on the farm, and for the general public. A new national campaign was mounted against eye injuries in the young.

Our glaucoma programs for the public and the professions received priority attention through screenings, film showings, talks and presentations. We took the hopeful message, that sight loss to cataract can be restored, to nursing homes, senior citizen centers and agencies serving the elderly, with films, talks and brochures.

Professional seminars created new opportunities for updating or introducing eye-care information for those in the health fields.

A demonstration project in New York City tested the feasibility of new technology for more widespread screenings for glaucoma. Another

New York project, targeted on the city's large populations of young people and the elderly showed us, once again, how welcome preventive services are, when the means to draw all resources together are in force.

A special task force was established to attack the complex problem of hereditary blindness as related to blindness prevention. Hereditary, genetic and neonatal diseases are increasingly a cause of blindness, now accounting for 17 percent of all cases and half of all sightlessness in children.

Our heartfelt gratitude to our many volunteers. Special appreciation is due Dr. Frank Newell, one of the foremost of our professional leaders, who this year received NSPB's John Hughes Dunnington Award. And to Al DeRogatis, who has served so effectively as our National Sight-Saving Chairman.

We gratefully acknowledge all of those whose financial support made our programs possible, among them Mr. DeWitt Wallace for the Home Eye Test for Preschoolers, the American Legion Child Welfare Fund and the New York State American Legion Auxiliary, the Hearst Foundation, the Robert Sterling Clark Foundation, the New York Community Trust, the Surdna Foundation and the Adler Foundation.

Our mission is clear, our goal unchanging. With the help of our volunteers, contributors and friends, we must continue to meet the challenge of preventing blindness, to bring the message home—into every home.

Virginia S. Boyce  
Executive Director

For most, it was their  
first vision test...  
For thousands, it was  
a vital one!



## VISION SCREENING OF CHILDREN

- Society-trained volunteers, working in teams, in towns and cities, played the vision-screening "E game" with 274,839 of the nation's preschoolers. For most, it was their first vision test. For 11,487 of these youngsters, it was a vital one. They "failed" the test, and were referred for professional eye examinations.
- Screenings for an additional 69,631 children age 7 and older found more than 3,500 in need of professional attention.
- Almost 1,000,000 Home Eye Test for Preschoolers kits were distributed, providing a do-it-yourself way for parents to check youngsters' vision in the home setting. Since the kit was developed and introduced by the Society in 1972, 4 million of these tests have been distributed.

### BACKGROUND:

Recent census figures tell us there are an estimated 11,555,400 preschoolers (ages 3-5) in the nation. National Society statistical studies tell us that an estimated one in every 20 of these children already has a vision problem—577,800 children. Early diagnosis and treatment is imperative for some of these conditions, if normal or optimal vision is to be maintained.

Of most urgent concern is amblyopia, or "lazy eye," a condition characterized by the disuse of one eye. The child visually "ignores" this affected eye, and permanent vision impairment is the possible result unless treatment is

begun in time. According to most eye doctors, amblyopia requires professional care by the age of 6.

### TARGET:

A child is never "too young" to have developed a vision problem. Authorities advocate an eye examination immediately after birth and periodically during infancy and childhood. That's the ideal. The practical is:

- Expanding the corps of trained vision screeners. The Society is doing this with a new program in which staff-trained volunteers in turn qualify themselves to train other screeners, establishing a network that spreads throughout a community, and from one community to another.
- Development of a step-by-step "how-to" guide (now in production) for establishing screening programs in areas and communities that do not have access to Society affiliates or trained volunteers.
- Wider and continual promotion and distribution of the Home Eye Test kit.
- Parent education.

Both of these last two steps depend heavily on the cooperation of the public media—television and radio, newspapers and magazines, which have been gratifyingly cooperative and which we will continue to solicit. We look to the media to continue to promote the availability of Society educational materials and to endorse the value of Society programs.



A blinding eye accident  
...9 times out of 10  
it could be prevented!



## EYE SAFETY PROGRAM

- The Society-sponsored Wise Owl Club, a nationwide eye-safety incentive program, added 340 new chapters and 2,417 members—employees and students who earned membership by wearing eye protection at the time of a potentially blinding accident.
- Total enrollment for the Club's 28-year history grew to 59,817 members, representing a saving in workmen's compensation of \$299 million.
- Missouri enacted school eye safety law, based on an NSPB model law, mandating proper eye protective equipment in all school lab and shop classes. Now 36 states have such laws in effect.
- The Society's eye safety programs expanded downward, to reach elementary school-age children. Materials include the award-winning new marionette film, "The Eyes Have It," a teacher's guide with games and puzzles for classroom activities, and a parent-alert folder, "Play It Safe," to bring the message home. Comprehensive promotions helped launch the new program.

### BACKGROUND:

Industry is hit by an estimated 1,000 eye injuries every working day of the year. An estimated 167,000 school children (ages 5-17) suffered eye injuries in 1975, two-thirds of these accidents occurring during play or sport, most often—3 times out of 4—when children were

unsupervised. Eye injuries continue on the job, even though federal regulations, under the Occupational Safety and Health Administration, require protective eyewear in all hazardous work environments. In schools, needless eye damage still occurs even in the 36 states now requiring protective eyewear. Among younger children, accidents from blows, sharp or pointed objects, fireworks, "toy weapons" such as BB guns and sling shots, continue to take their toll.

### TARGET:

- Legislation. Goals include the passage of school eye safety laws in those states still without them; federal or state prohibition (existent in some states) of such obviously hazardous items as fireworks and toy weapons—an ongoing NSPB campaign.
- Implementation. Laws are only as good as their enforcement. A major effort of NSPB and affiliates has been—and must continue to be—watchdogging and prodding implementation of federal and state regulations on eye safety.
- Education. Young children, their parents, school children, young adults, employees, employers...the public at large must be effectively reached with sight-saving information and impressed with the importance of protecting their eyesight at school, at play, on the job, in their daily lives—one of the major missions of NSPB.

Glaucoma...you  
don't feel a thing.  
After a while, you  
can't see a thing.





## GLAUCOMA

- NSPB affiliates sponsored screenings for glaucoma, checking a total of 128,500 adults in communities across the country...an impressive acceleration over the 74,000 tested the previous year. These screenings found some 5,200 persons registering "suspicious" for the disease.
- New York City demonstration project utilizing a new device, the air tonometer, screened an additional 17,000 persons in cooperative programs with employee medical departments, hospitals, health centers and senior citizen centers throughout the city.
- Some 50,000 Florida residents were tested in a special 17-month project conducted by the Florida Society for the Prevention of Blindness under grants from the federally funded Florida Regional Medical Program. This project provided for the hiring and special training of eight screening nurses, use of the air tonometer, extensive public education efforts and a two-day seminar to introduce the new techniques to other Florida nurses.
- Over 600 of the nation's ophthalmologists attended the NSPB symposium on glaucoma, a burgeoning "state of the art" meeting traditionally held in conjunction with the annual meeting of American Academy of Ophthalmology and Otolaryngology...last year was chaired by Paul R. Lichter, M.D., of the University of Michigan Medical Center.

### BACKGROUND:

Glaucoma, an eye disease usually associated with excessive pressure within the eye, is progressive and ultimately blinding if not treated. Primarily affecting adults in their mid-30's and older, glaucoma accounts for one out of seven cases of blindness today. If caught in its early stages, however, the disease can be medically treated and permanently arrested. The Society's statistics indicate some 1,000,000 persons in the U.S. have undiscovered glaucoma. Chief obstacle: glaucoma is a "silent" disease, without pain, often without any other warning signs.

### TARGET:

- Glaucoma screening projects in communities across the country. The air tonometer, being field-tested by NSPB and affiliates, can be operated by trained lay persons because it doesn't touch the eye, is not a "medical procedure." The new technique, and the New York City and Florida demonstration projects, point to a model for the country in providing fast, reliable testing for large numbers of people.
- Ongoing Society programs to introduce glaucoma-testing techniques to internists, family and industrial physicians, urging them to include the test in the routine physical examinations of patients 35 and older.
- Continuing education of the public and professionals through films, cassettes, educational brochures; seminars for physicians, medical students and nurses.

Cataract...needlessly  
restricting their  
later years...



## CATARACT

- NSPB undertook a saturation project in New York City, under a grant from the New York Community Trust, to reach senior citizen centers throughout the city. The program centered on the film "Cataract," starring actress Sylvia Sidney, and included a talk, the distribution of a directory on eye care facilities and the pamphlets "Cataract" and "The Aging Eye."
- Massachusetts Society's "Project Bright Eyes," comprehensive eye-care project for the elderly in the Boston area, extended to nursing home residents. Follow-up services were provided in four participating Boston hospitals. The project began in 1972 by busing senior citizens to two cooperating hospitals where they received free eye exams.
- NSPB and affiliates continued a barrage approach to combat cataract blindness, with the Sylvia Sidney film, brochures, speakers, news stories, radio and television spots and interviews...reaching residences and social centers for the elderly and the public at large.

### BACKGROUND:

Over 2,000,000 Americans 65 and older suffer vision loss from cataract, in most cases needlessly restricting their later years—whether from fear, resignation, isolation or ignorance. Cataract is an opacity, or clouding, of the eye's lens

which blocks the passage of light needed for vision. The treatment for cataract is surgery, a safe and successful means to restored vision in 95 out of 100 cases. Yet cataract remains the leading cause of blindness in the nation today, accounting for one out of six cases of blindness.

### TARGET:

The nation's elderly have traditionally been a difficult segment of the population with which to establish contact. Fear, isolation, the "drop out" syndrome, resignation and apathy are difficult obstacles to overcome. NSPB and affiliates continue to reach out to the elderly through:

- Media messages. The Society will continue and expand its reliance on the public media to carry messages on the availability of materials on cataract. News stories and interviews (with Society spokesmen, local ophthalmologists and patients who have successfully undergone cataract surgery) will be promoted and solicited.
- Cooperative programs with agencies serving the elderly. The Society will continue to offer films, pamphlets, speakers, directory and referral services through state and local offices for the aging and other organizations.
- Direct-contact networks in reaching the elderly, on the state and local levels, offering information and screening programs to all senior citizens.

Investing in  
medical progress...





## BASIC AND CLINICAL RESEARCH

Last year, the NSPB Committee on Basic and Clinical Research approved nine new research grants and one grant renewal. Though NSPB funds are small in comparison to government and other funding sources for eye research, they are important in assisting and attracting able, but not yet established, young investigators into the field of eye research. At the same time, they provide funds for promising projects that have not found adequate funding from any other source.

Projects are selected by NSPB's Committee on Basic and Clinical Research, chaired by Frank W. Newell, M.D., professor and chairman, Department of Ophthalmology, University of Chicago. Eventual application to prevention of blindness is the major consideration in funding proposed studies. Grant recipients for the year included these:

ILENE KAY GIPSON, Ph.D., Department of Ophthalmology, University of Oregon Medical School, is studying the mechanisms of healing of the superficially wounded cornea, and the factors that change normal cells to wound-healing cells.

GILBERT GRAND, M.D., Washington University School of Medicine, St. Louis, Missouri, is evaluating tomography, an advanced method of x-ray diagnosis, in its application to malignant melanoma of the eye.

← JAMES E. TURNER, Ph.D., of the Bowman Gray School of Medicine at Wake Forest University, Winston-Salem, North Carolina, is studying factors responsible for regeneration of wounded optic nerve tissue in lower vertebrates.

WALTER STERN, M.D., University of Chicago School of Medicine, is studying factors responsible for the breakdown of the small blood vessels that nourish the retina. His work will contribute to knowledge of causes of several eye diseases.

MITCHEL WOLF, M.D., Washington University School of Medicine, is following indications that the compound diphenylhydantoin protects nerves from the destructive effects of lack of oxygen. Insufficient oxygenation of the retina is central to a number of eye diseases.



ROBERT RITCH, M.D., Mount Sinai School of Medicine, New York City, is investigating factors which govern the secretion of fluid in the eye, a matter of obvious importance in the management of glaucoma.



## Consolidated Balance Sheet

MARCH 31, 1976

Assets	
Cash	\$ 232,635
Short-term investments, at cost (approximates market)	656,000
Investments in corporate bonds and stocks (quoted market value \$196,721)	223,196
Other assets	124,570
Land, building and equipment, net of accumulated depreciation (note 2)	<u>570,960</u>
	\$ <u>1,807,361</u>
Liabilities and Fund Balances	
Accounts payable and accrued expenses	53,850
Accrued vacation and severance pay	<u>119,049</u>
Total liabilities	172,899
Fund balances:	
Current funds:	
Unrestricted:	
Designated by the Board of Directors for:	
Special purposes	\$ 165,368
Funds functioning as endowment	4,764
Undesignated, available for general activities	<u>335,077</u>
Total unrestricted fund balances	505,209
Restricted	342,999
Investment in land, building and equipment	570,960
Endowment funds	<u>215,294</u>
	\$ <u>1,807,361</u>

See accompanying notes to consolidated financial statements.

The Board of Directors  
National Society for the Prevention  
of Blindness, Inc.:

We have examined the consolidated balance sheet of National Society for the Prevention of Blindness, Inc. and affiliated state chapters as of March 31, 1976, and the related consolidated statements of support, revenue, and expenses and changes in fund balances and of functional expenses for the fifteen months then ended. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

In our opinion, the aforementioned consolidated financial statements present fairly the financial position of National Society for the Prevention of Blindness, Inc. and affiliated state chapters at March 31, 1976, and the results of their operations for the fifteen months then ended, in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding period.

Peat, Marwick, Mitchell & Co.

June 25, 1976

# Consolidated Statement of Support, Revenue, and Expenses and Changes in Fund Balances

FIFTEEN MONTHS ENDED MARCH 31, 1976

	Current		Land, building and equip- ment fund	Endowment funds	Total
	Unrestricted	Restricted			
Public support and revenue:					
Public support:					
Received directly:					
Contributions	\$ 2,238,466	415,271	—	—	2,653,737
Legacies	300,779	10,194	—	27,482	338,455
Special events (net of direct costs of \$5,208)	35,221	22,337	—	—	57,558
Received indirectly—federated fund-raising organizations	302,932	—	—	—	302,932
Total public support	<u>2,877,398</u>	<u>447,802</u>	<u>—</u>	<u>27,482</u>	<u>3,352,682</u>
Fees and grants from governmental agencies	<u>—</u>	<u>95,622</u>	<u>—</u>	<u>—</u>	<u>95,622</u>
Other revenue:					
Income from trusts held by others	91,113	—	—	—	91,113
Investment income	58,511	1,472	—	—	59,983
Program service related revenue	<u>48,791</u>	<u>—</u>	<u>—</u>	<u>—</u>	<u>48,791</u>
Total other revenue	<u>198,415</u>	<u>1,472</u>	<u>—</u>	<u>—</u>	<u>199,887</u>
Total public support and revenue	<u>3,075,813</u>	<u>544,896</u>	<u>—</u>	<u>27,482</u>	<u>3,648,191</u>
Expenses:					
Program services:					
Research	59,381	81,189	58	—	140,628
Public health education	871,441	101,058	8,807	—	981,306
Professional education and training	470,941	30,705	1,762	—	503,408
Community services	<u>476,964</u>	<u>374,930</u>	<u>18,153</u>	<u>—</u>	<u>870,047</u>
Total program services	<u>1,878,727</u>	<u>587,882</u>	<u>28,780</u>	<u>—</u>	<u>2,495,389</u>
Supporting services:					
General and administrative	365,137	391	8,841	—	374,369
Fund raising	<u>704,159</u>	<u>34,396</u>	<u>3,739</u>	<u>—</u>	<u>742,294</u>
Total supporting services	<u>1,069,296</u>	<u>34,787</u>	<u>12,580</u>	<u>—</u>	<u>1,116,663</u>
Total expenses	<u>2,948,023</u>	<u>622,669</u>	<u>41,360</u>	<u>—</u>	<u>3,612,052</u>
Excess (deficiency) of public support and revenue over expenses	127,790	(77,773)	(41,360)	27,482	
Other changes in fund balances:					
Property and equipment acquisitions from current funds	(9,413)	(20,050)	29,463	—	
Other	(5,939)	5,939	—	—	
Fund balances at beginning of period	<u>392,771</u>	<u>434,883</u>	<u>582,857</u>	<u>187,812</u>	
Fund balances at end of period	<u>\$ 505,209</u>	<u>342,999</u>	<u>570,960</u>	<u>215,294</u>	

See accompanying notes to consolidated financial statements.

## Consolidated Statement of Functional Expenses

FIFTEEN MONTHS ENDED MARCH 31, 1976

		Program services				
		Research	Public health education	Professional education and training	Community services	Total
Line						
1	Salaries	\$ 60,449	436,715	292,229	551,170	1,340,563
2	Employee benefits	5,495	19,698	17,439	18,684	61,316
3	Payroll taxes	4,463	27,738	19,075	33,136	84,412
4	Total salaries and related expenses	70,407	484,151	328,743	602,990	1,486,291
5	Awards and grants	50,740	7,217	1,912	2,502	62,371
6	Dues and memberships	—	675	3,915	1,917	6,507
7	Building occupancy	8,363	51,572	50,374	46,943	157,252
8	Telephone and telegraph	1,292	42,925	7,571	18,804	70,592
9	Office supplies	4,793	15,315	5,136	22,313	47,557
10	Office equipment maintenance	—	11,077	963	9,310	21,350
11	Printing and publications	3,358	181,317	14,960	41,599	241,234
12	Postage and shipping	1,018	58,906	4,292	18,110	82,326
13	Visual aids, films, etc.	—	95,330	3,588	3,983	102,901
14	Travel	599	15,665	70,953	53,851	141,068
15	Professional fees	—	1,287	3,166	12,001	16,454
16	Purchase of mailing lists	—	5,186	—	320	5,506
17	Insurance	—	392	300	16,718	17,410
18	Other	—	1,484	5,773	533	7,790
19	Total expenses before depreciation	140,570	972,499	501,646	851,894	2,466,609
20	Depreciation of building and equipment	58	8,807	1,762	18,153	28,780
21	Total expenses	\$ 140,628	981,306	503,408	870,047	2,495,389

### Notes to Consolidated Financial Statements - MARCH 31, 1976

#### (1) SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The Society and the affiliated chapters are not-for-profit organizations exempt from U.S. Federal income taxes under Section 501(c)(3) of the Internal Revenue Code and have been designated as organizations which are not private foundations.

The consolidated financial statements include the National Society for the Prevention of Blindness, Inc., and affiliated chapters in Connecticut, Colorado, Northern and Southern California, Indiana and Georgia. All material transactions and balances between the National Society and the affiliated chapters have been eliminated.

During the current period, the Society changed its fiscal year end from December 31 to March 31; accordingly, the accompanying financial statements reflect the results of operations for the fifteen-

month period ended March 31, 1976. Such financial statements have been prepared substantially in conformity with the industry audit guide entitled *Audits of Voluntary Health and Welfare Organizations* published by the American Institute of Certified Public Accountants. The significant accounting policies followed by the Society, which are set forth in the audit guide, are described below.

#### Accrual Basis

The consolidated financial statements have been prepared on the accrual basis of accounting, and accordingly reflect all significant receivables and payables, other liabilities and prepaid expenses.

#### Fund Accounting

In order to ensure observance of limitations and restrictions placed on the use of available resources, the accounts are maintained in



Line	Supporting services			Total
	General and administrative	Fund raising	Total	
1	196,973	275,190	472,163	1,812,726
2	18,777	11,939	30,716	92,032
3	<u>19,277</u>	<u>17,158</u>	<u>36,435</u>	<u>120,847</u>
4	235,027	304,287	539,314	2,025,605
5	149	65	214	62,585
6	15	1,414	1,429	7,936
7	25,768	14,115	39,883	197,135
8	1,470	4,217	5,687	76,279
9	18,219	7,555	25,774	73,331
10	7,093	2,801	9,894	31,244
11	9,752	229,203	238,955	480,189
12	23,410	121,129	144,539	226,865
13	360	27	387	103,288
14	8,852	14,367	23,219	164,287
15	11,489	968	12,457	28,911
16	2,258	37,367	39,625	45,131
17	12,207	226	12,433	29,843
18	<u>9,459</u>	<u>814</u>	<u>10,273</u>	<u>18,063</u>
19	365,528	738,555	1,104,083	3,570,692
20	<u>8,841</u>	<u>3,739</u>	<u>12,580</u>	<u>41,360</u>
21	<u>374,369</u>	<u>742,294</u>	<u>1,116,663</u>	<u>3,612,052</u>

See accompanying notes to consolidated financial statements.

accordance with the principles of "fund accounting." This is the procedure by which resources for various purposes are classified, for accounting and reporting purposes, into funds that are unrestricted or restricted. Externally restricted funds may only be utilized in accordance with the purposes established by the source of such funds and are in contrast with unrestricted funds, which include designated and undesignated funds and amounts invested in land, building and equipment, over which the Board of Directors retains full control to use in achieving any of the Society's purposes.

Endowment funds are subject to the restrictions of gift instruments requiring in perpetuity that the principal be invested and that the income only be utilized.

All gains and losses arising from the sale, collection, or other disposition of investments and other noncash assets are accounted

for in the fund which owned such assets. Ordinary income derived from investments, receivables, and the like, is accounted for in the fund owning such assets, except for income derived from investments of endowment funds, which income is accounted for in the fund to which it is restricted or, if unrestricted, as income in the current unrestricted fund.

All other unrestricted revenue is accounted for in the current unrestricted fund. Restricted gifts, grants and endowment income are accounted for in the appropriate restricted funds.

#### Investments

Investments are recorded at cost or fair value at date of receipt in the case of gifts or legacies.

Other significant accounting policies are set forth in the financial statements and the following notes.

#### (2) LAND, BUILDING AND EQUIPMENT AND DEPRECIATION

Land, building and equipment are recorded at cost or fair value at date of receipt in the case of gifts or legacies. Depreciation of building and equipment is provided on a straight-line basis over the estimated useful lives of the assets. At March 31, 1976, the recorded values of such assets were as follows:

Land	\$ 100,500
Building	397,207
Equipment	<u>251,172</u>
	748,879
Less accumulated depreciation	<u>177,919</u>
	<u>\$ 570,960</u>

#### (3) PENSION PLANS

The Society has contributory pension plans covering all employees including employees of the affiliated state chapters who meet the minimum age requirement. Total pension expense under the plans aggregated \$52,145 for the fifteen months ended March 31, 1976. There are no unfunded prior service costs.

#### (4) LEASE COMMITMENTS

The Society and the affiliated chapters occupy premises under various lease agreements extending to 1978, and requiring annual net rental payments aggregating approximately \$78,000.



# NATIONAL SOCIETY FOR THE PREVENTION OF BLINDNESS, INC.

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